

**DETAILED ACTION**

**Response to Amendments**

Claim 1 has been amended.  
Claims 1-22 are pending.

**Per Examiner's Amendment**

Claims 1, 9, 18 and 22 are amended.  
Claims 7 and 16 have been canceled.

Claims 1-6, 8-15 and 17-22 are allowed.

**Response to Arguments**

**I.** Applicant's arguments (see Remarks filed 10/1/2009) with respect to Claims 1-22 have been fully considered and are persuasive. The rejections of the pending claims have therefore been withdrawn.

**Examiner's Amendment**

**II.** An Examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

**III.** Authorization for this Examiner's amendment was given in a telephone interview with Atty. Shawn Diedtrich on December 15, 2009. Please make the following change to the claims listed below:

**Claim 1 (Amended):** A computer-implemented method for transcoding web-page content for a limited-display computing device comprising the steps of:

- a) upon receiving a web page request from a limited-display computing device, sending the web page request to a server computer that contains the requested web page document;
- b) receiving from said server computer a web page document that can be used to generate a display;
- c) searching said web page document for sequences of textual references directly adjoining each other, said textual references refer to images;
- d) when said web page document includes more than one textual references directly adjoining each other, rendering each of the images represented by said textual references so as to generate a composite image, said textual references comprising conceptual linking in a common formatted object;
- e) scaling each composite image rendered in step d) to meet the display requirements of said limited-display computing device; and
- f) sending each composite image scaled in step e) to said limited-display computing device;

wherein all of said web page document except said images rendered in step d) are transcoded using a normal transcoding process and are sent in step f) to said limited-display computing device.

**Claim 9 (Amended):** A computer-implemented method for transcoding web-page content for a limited display computing device comprising the steps of:

- a) upon receiving a web page request from a limited-display computing device, sending the web page request to a server computer that contains the requested web page document;
- b) receiving from said server computer a web page document that can be used to generate a display;
- c) searching said web page document for formatting objects that include more than one textual references directly adjoining each other, said textual references refer to images;
- d) when said web page document includes a formatting object that includes a plurality of the textual references, rendering each of the images represented by said textual references to an image that is disposed in said formatting object so as to generate a composite image, said textual references comprising conceptual linking in a common formatted object;
- e) scaling each composite image rendered in step d) to meet the display requirements of said limited-display computing device; and

f) sending each composite image scaled in step e) to said limited-display computing device;

wherein all of said web page document except said images rendered in step d) are transcoded using a normal transcoding process and are sent in step f) to said limited-display computing device.

**Claim 18 (Amended):** In a computer system including a processor coupled to a bus, and a memory unit coupled to the bus for storing information, a computer implemented method for transcoding web-page content for a limited-display computing device comprising the steps of:

a) upon receiving a web page request from a limited-display computing device, sending the web page request to a server computer that contains the requested web page document;

b) receiving from said server computer a web page document that can be used to generate a display;

c) searching said web page document for more than one textual references directly adjoining each other, said textual references refer to images, and for formatting objects that include a plurality of textual references, said textual references adjoining each other, said textual references refer to images;

d) when said web page document includes more than said one textual references, rendering each of the images represented by said textual references so as to generate a composite image, said textual references comprising conceptual linking in a common formatted object;

e) when said web page document includes a formatting object that includes said more than one textual references, rendering each of the images represented by a textual reference to an image that is disposed in said formatting object so as to generate a composite image;

f) scaling each composite image rendered in steps d) and e) to meet the display requirements of said limited-display computing device; and

g) sending each composite image scaled in step e) to said limited-display computing device;

wherein all of said web page document except said images rendered in step d) are transcoded using a normal transcoding process and are sent in step f) to said limited-display computing device.

**Claim 22 (Amended):** A computer-implemented method for transcoding web-page content for a limited-display comprising the steps of:

- a) upon receiving a web page request from a limited-display computing device, sending the web page request to a server computer that contains the requested web page document;
- b) receiving from said server computer a web page document that can be used to generate a display;
- c) searching said web page document for sequences of textual references directly adjoining each other, said textual references refer to images;
- d) when said web page document includes more than one said textual references, rendering each of the images represented by said textual references so as to generate a composite image;
- e) scaling each composite image rendered in step d) to meet the display requirements of said limited-display computing device; and
- f) sending each composite image scaled in step e) to said limited-display computing device;

wherein all of said web page document except said images rendered in step d) are transcoded using a normal transcoding process and are sent in step f) to said limited-display computing device.

**Cancel: Claims 7 and 16.**

#### **Reasons for Allowance**

The following is an Examiner's statement of reasons for allowance

**IV.** The prior art or record fails to teach neither singly nor in combination, the claimed limitations of: transcoding web-page content for a limited-display comprising the steps of: upon receiving a web page request from a limited-display computing device, sending the web page

request to a server computer that contains the requested web page document; receiving from said server computer a web page document that can be used to generate a display; searching said web page document for sequences of textual references directly adjoining each other, said textual references refer to images; when said web page document includes more than one said textual references, rendering each of the images represented by said textual references so as to generate a composite image; scaling each composite image rendered to meet the display requirements of said limited-display computing device; and sending each composite image scaled to said limited-display computing device; wherein all of said web page document except said images rendered are transcoded using a normal transcoding process and are sent to said limited-display computing device. These limitations are stated in independent claims 1, 9, 18 and 22, and are supported by Applicant's Specification (pages 5, 6 and 18-25).

Prior art references *Samaniego et al* (6,792,575) and (6,964,009), *Kikinis* (6,553,410), *Berger et al* (7,210,100), *Robotham et al* (6,704,024), *Lorenz et al* (7,299,289) and *Whitledge et al* (6,925,595) disclose methods and techniques for scaling and tailoring of web content for delivery to client devices. However the prior art fails to specifically teach or make obvious scaling the portions of a webpage document that has sequences of directly adjoining textual references with refer to images, wherein all of the webpage document is transcoded using a normal process except for the images referred to by the adjoining textual references. These limitations, in conjunction with other limitations in the independent and dependent claims, are not specifically disclosed or remotely suggested in the prior art of record. A review of Claims 1-6, 8-15 and 17-22, in view of the Examiner's remarks above, indicates that these claims are allowable over the prior art.

Any comments considered necessary by Applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### **Conclusion**

V. Any inquiry concerning this communication or earlier communications from the Examiner should be directed to Kristie Shingles whose telephone number is 571-272-3888. The examiner can normally be reached on Monday-Friday 8:30-6:00pm.

If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's supervisor, William Vaughn can be reached on 571-272-3922. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Kristie Shingles  
Examiner  
Art Unit 2444

/KDS/

/William C. Vaughn, Jr./  
Supervisory Patent Examiner, Art Unit 2444